LODI

DOWNTOWN DEVELOPMENT STANDARDS & GUIDELINES

JUNE 1997

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INTRODUCTION

A vital component to the Revitalization Strategy adopted for the Downtown area was to create and establish land use policies and design guidelines that build on the existing palette of architectural forms and building materials. This, and the other objectives, serve as the tool kit to shaping Downtown Lodi's future.

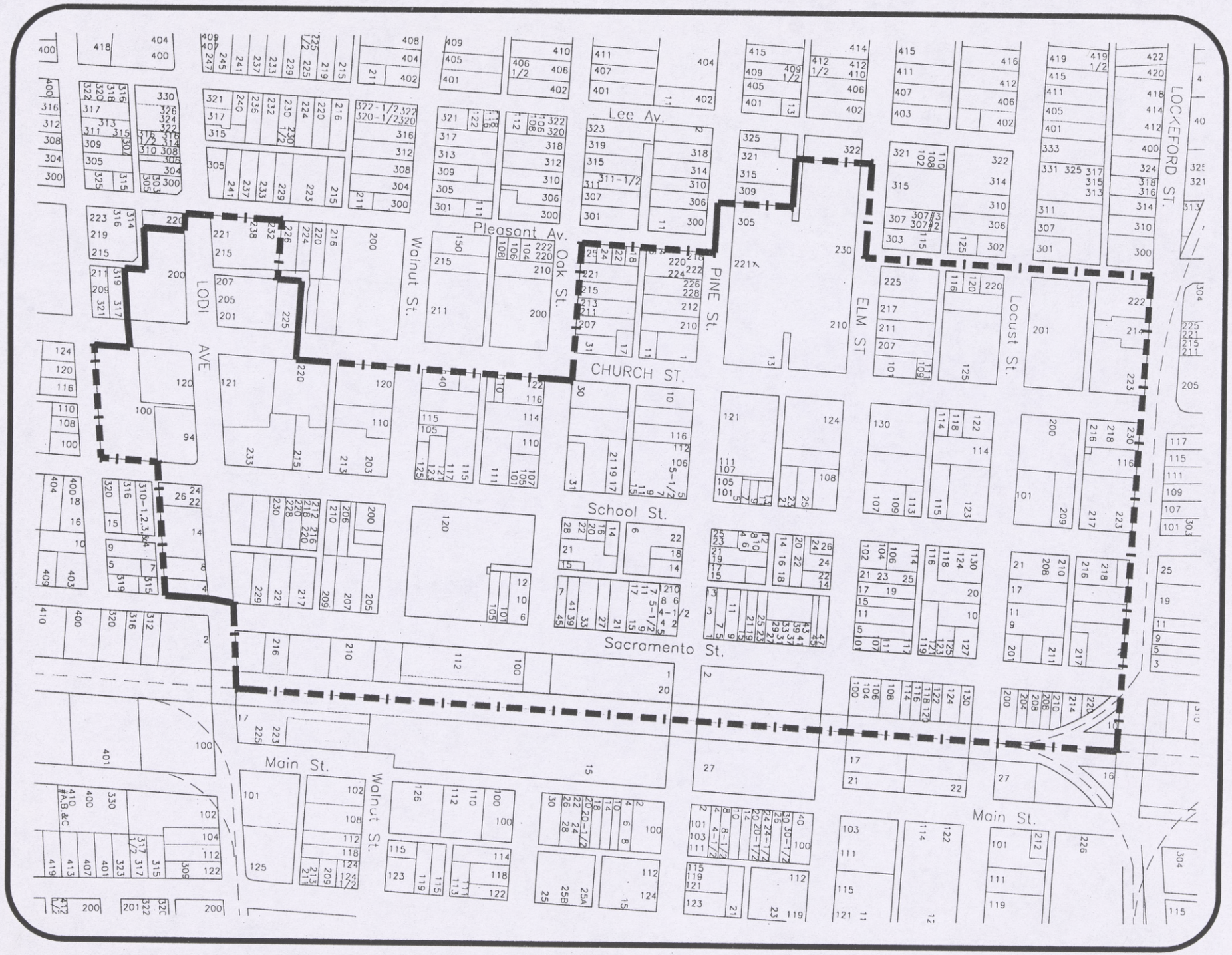
A primary purpose of this Development Guide is to ensure that high quality design is maintained for all new construction and rehabilitation projects within the district. This guide is intended to encourage individual creativity of project designers while respecting the needs of the individual owner and user.

This guide is intended to achieve the following objectives:

- Create a distinctive and cohesive image for Downtown Lodi.
- Assure that all new development, rehabilitation and improvements give consideration to quality design in architecture and site planning.
- Protect and enhance property values and investment.
- Provide consistency and compatibility within the Downtown.

The Downtown Development Guide shall apply to all of the properties reflected in the exhibit included in this introduction.

This Guide augments the requirements of the Lodi Zoning Code. When an issue, condition or situation occurs which is not covered or provided for in this Guide, the regulations of the Zoning Code that are most applicable to the issue, condition or situation shall apply. In the event that the provisions of the Guide are in conflict with the Zoning Code, the provisions of the Downtown Development Guide shall prevail.


Lee Av.
Pleasant Av.
Oak St.
Walnut St.
PINE St.
ELM ST
Locust St.
LOCKEFORD ST.
LODI AVE
CHURCH ST.
School St.
Sacramento St.
Main St.
Walnut St.
Main St.

DEVELOPMENT STANDARDS & DESIGN GUIDELINES

Standards and guidelines promote buildings and renovations that strengthen the existing "Main Street" character of the downtown area and enhance a pedestrian-oriented retail and entertainment niche.

Among other things, they require buildings to help shape the street as a pedestrian space. The scale and level of detail in the street environment should be appropriate for pedestrian usage. Establishments are encouraged to spill out onto sidewalks with seating and displays. The design and character of the building and use should be inviting to pedestrians.

Buildings are encouraged to provide the kinds of well-crafted architectural details appropriate for the heart of the City, particularly where people are able to see and touch them. Aspects of attractive older buildings-materials, colors, proportions, window types, cornices, and overall composition - should be reflected.

DEVELOPMENT STANDARDS

Development Standards address those aspects that are essential to achieve the goals of the Concept Plan. They are specifications for building design and site development such as height, setbacks, and permitted uses. Standards are required minimums or benchmarks that all projects must adhere to.

I. LAND USE

Successful downtowns involve uses that generate activity. These uses can populate the streets, create excitement, increase safety and reinforce Downtown as an important destination. Among the uses that contribute to this activity are specialty retail shops, eating and drinking establishments, and entertainment facilities.

The importance of the Downtown can also be enhanced by emphasizing the mixture and intensity of uses that occur, including housing and office uses. This is particularly true for vertical mixture with residential and offices above the first floor.

A. PERMITTED GROUND LEVEL USES - School Street Frontage

Retail - all uses except drive-up or drive-in services.

Eating and Drinking Establishments - including those serving alcoholic beverages, provided this service is clearly ancillary to food service; drive-up or drive-in restaurants not permitted.

Personal Services - hair and nail salons, shoe repair, laundromats, dry cleaners, and similar businesses.

Business Services - are storefront businesses that generate foot traffic, such as photocopy shops, photo-finishers, video rental & sales, travel agencies, appliance repair, print shops, insurance agencies, or real estate agencies, financial institutions, and public utilities.

Nightclubs - including establishments providing entertainment or permitting dancing, and establishments serving alcoholic beverages not ancillary to food service. (Above uses may require a Conditional Use Permit as required by the Lodi Municipal Code).

Other Business or Service Establishments - if determined by the Community Development Department staff to be of the same general character as those uses listed herein and above.

B. PERMITTED USES - All Other Street Frontages and Upper Level School Street Frontage

All Permitted Uses Listed Above.

Drive-Through Establishments.

Professional Offices.

C. UPPER LEVEL USES SUBJECT TO A CONDITIONAL USE PERMIT

Clubs and Lodges.

Residences

Other Service Establishments - if determined by the city to be of the same general character as listed herein and above.

II. BUILDING HEIGHT AND SETBACKS

A. HEIGHT - as measured from sidewalk to top of cornice, parapet, or to eave line of peaked roof shall be as follows:

1) **Maximum Building Height** - six (6) floors and seventy five (75) feet.

2) **Minimum Height** - twenty (20) feet top of parapet or eave.

3) **Accessory Buildings** - may be twelve (12) feet in height if set back ten (10) feet or more from side and rear property lines.

B. FRONT SETBACKS - the first and second floors of all building shall be built-to and parallel with the front property line, with the following exceptions:

1) **Mid-Block Buildings** - between existing adjacent structures shall be no closer to the street than the adjacent building closest to the street, and no farther than the adjacent building farthest back from the street.

2) **Corner Buildings** - shall be built to both right-of-way lines in order to frame the intersection. Exceptions are:

a) The corner may be "cut back" - up to six feet to create a diagonal at the ground level and/or at upper levels.

3) **Special Architectural Features** - bay windows, turrets, decorative roofs, and miscellaneous entry features excluding awnings or canopies:

a) **May project** - no more than three (3) feet over property lines, and must be no less than twelve (12) feet above the highest point in the sidewalk over which they project;

b) **The maximum width of a recessed entry** - shall be one-third (1/3) the length of the building's street frontage.

C. SIDE SETBACKS - New buildings may be built to both side property lines, and must be built to at least one side property line. Should a side of the building be set back from a side property line:

1) **Minimum** - at least four (4) feet shall be provided for an access passage.

2) **Street Exposure** - side setback areas must be screened from the street and sidewalk by a decorative gateway, fence, wall, or row of piers (See Design Guidelines).

D. REAR SETBACKS - New commercial buildings may be built to the rear property line, except when:

1) **Adjacent to Single Family Residential Areas**

a) First and second floors - shall be set back a minimum of ten (10) feet from the rear property line;

b) Third floors - must be set back a minimum of twenty (20) feet from the rear property line;

III. PARKING, ACCESS & LANDSCAPING

A. PARKING - Off-street parking shall be provided pursuant to the requirements of the Lodi Municipal Code. In consideration of shared parking, location and demand, parking in the downtown may be reduced or waived at the discretion of the Community Development Director.

B. SITE ACCESS

1) **Pedestrian Access to Storefronts** - shall be provided from the street and/or side street to the main building entrance; i.e. pedestrian access to building entrances shall not be restricted to parking lots.

2) **Vehicular Access** - no new curb cuts shall be installed on School Street. Shared parking arrangements are encouraged to reduce the need for new curb cuts. Where curb cuts are necessary:

a) **Location** - shall be on side streets where accessible:

b) **Maximum width** - shall be sixteen (16) feet for a one-way driveway and twenty-five (25) feet for a two-way driveway.

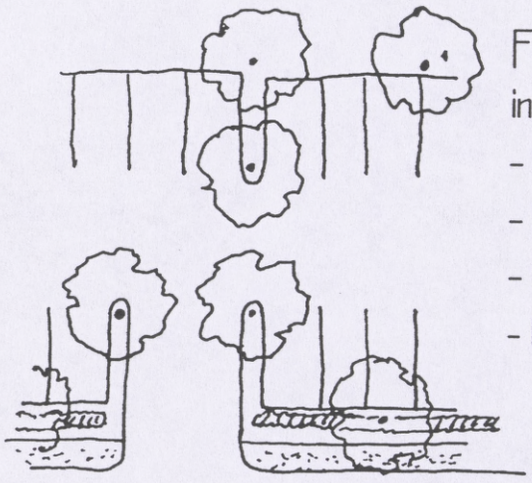
3) **Service Access** - from rear alleys or side streets shall be preserved and enhanced wherever possible. Trash and loading areas shall not be visible

from the street and shall be screened from view from side streets and from properties to the rear.

C. LANDSCAPING & SCREENING

1) **Parking Areas Shall be Planted** - with shade trees at a ratio of one (1) tree for every three (3) spaces. A minimum of five (5) feet of landscaping shall be provided between the parking area and street right-of-way.

2) **The Perimeter of Parking Areas and Driveways** - adjacent to streets and sidewalks shall be screened with an attractive landscape hedge, berm, low wall, fence, or line of bollards a minimum of 30" and a maximum of 36" in height.



Parking Area Landscaping

3) **Adjacent to Designated Residential Areas** - attractive screen fencing or decorative masonary or walls shall be provided along the property line to screen buildings, service areas, and parking areas.

a) **A six (6) foot wide planting area** - shall be established on the commercial side of the fence or wall with shade tree planting at a minimum spacing of twenty (20) feet on center.

b) **Fences and walls not adjacent to streets or sidewalks** - shall be a minimum of six (6) feet in height and a maximum of eight (8) feet in height.

4) **Trash and Service Equipment** - including satellite receiving dishes, shall be located away from streets and enclosed or screened by landscaping, fencing or other architectural means.

DESIGN GUIDELINES

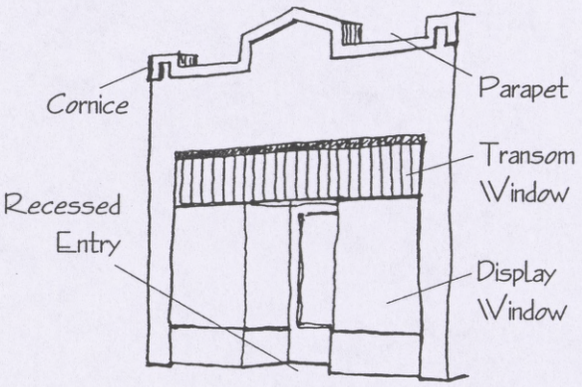
Design Guidelines are discretionary. They are intended to illustrate and simplify the appropriate development and renovation concepts in terms of more subjective considerations, such as character or design details. The guidelines are not intended to be an exhaustive list of strict standards, but rather, statements to encourage improvement which is sensitive to the Downtown. They also serve as criteria for design review by City staff and the Site Plan and Architectural Review Committee (SPARC). No particular architectural style is prescribed.

I. BUILDING COMPOSITION -

Every building should have a base, a clear pattern of openings and surface features, a recognizable entry, and an interesting roofline.

II. STOREFRONTS -

are like small buildings with their own base, "roofline", and pattern of window and door openings.



Typical Building Facade

A. **Base -** panel of tile or other special material is recommended below display windows. Materials recommended for walls are generally suitable. Base materials should be the same or visually "heavier" materials than walls.

1) **Brick -** should be used as the main wall surface.

2) **Ceramic tile** - is frequently used as a storefront base. Dark tile with light stucco is an effective combination. Different colors and sizes of tile may be used for a decorative effect.

B. **Display Windows** - Large pane windows encompassing a minimum of 60% of the storefront surface area are recommended. Where privacy is desired for restaurants, professional service, etc., windows should be divided into smaller panes. Tinted windows may be used. (Refer to glazing section).

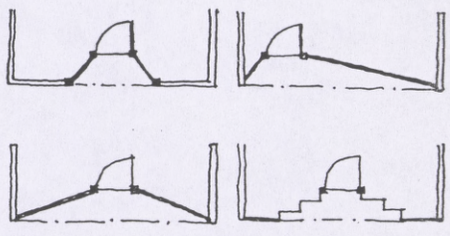
C. **Transom Windows** - are horizontal panels of glass between the storefront and second floor. They are a traditional element of "main street" buildings, and are recommended for all new or renovated storefronts. Transom windows can be good locations for neon, painted-window, and other relatively non-obtrusive types of signs.

D. **Recessed Entries** - are recommended as another traditional element of the main street storefront. Recommended treatments include:

1) Special paving materials such as ceramic tile;

2) Ornamental ceiling treatments, such as coffering;

3) Decorative light fixtures.



Storefront Entry Plans

E. **Doors** - should be substantial and well-detailed. They are the one part of the storefront that patrons will invariably touch and feel. They should match the materials, design and character of the display window framing. Door styles 6-inches or less are not recommended.

F. **Cornices** - should be provided at the second floor (or roofline for a one-story building) to differentiate the storefront from upper levels of the building to add

visual interest, and to allow the storefront to function as the base for the rest of the building.

G. **New or Renovated Storefronts Within Existing Buildings** - should emulate or re-create a previous store front (from historic photos or drawings) in order to harmonize with the overall building architecture.

III. BUILDING INCREMENT -

Storefronts and / or building bays should be approximately twenty-five (25) feet in width. Buildings with a longer frontage should have a vertical architectural feature- column, pilaster, etc. - every twenty-five (25) feet.

A. **Pattern of Features** - Windows, wall, panels, pilaster, building bays, and storefronts should be based on a module derived from the building's structural bay spacing. Features based on this module should be carried across windowless walls to relieve blank, uninteresting surfaces.

B. **Building Entrances** - should be prominent and easy to identify.

1) **Spacing** - Entries to shops or lobbies should be spaced a maximum of fifty (50) feet apart.

2) **Main Building Entrance** - should be easily identifiable and distinguishable from storefronts:

a) marked by a taller mass above, such as a tower, or within a volume that protrudes from the rest of building surface:

b) located in the center of the facade, as part of a symmetrical overall composition;

c) accented by architectural elements, such as columns, overhanging roofs, awnings, ornamental light fixtures.

d) **Prominent corner entrances** - for shops or other active uses should be provided by corner buildings.

C. **Roofs and Rooflines** - should provide visual interest and complement the overall facade composition.

1) **Parapet walls** - are recommended; they should have a distinct shape or profile, e.g. a gable, arc, raised center.

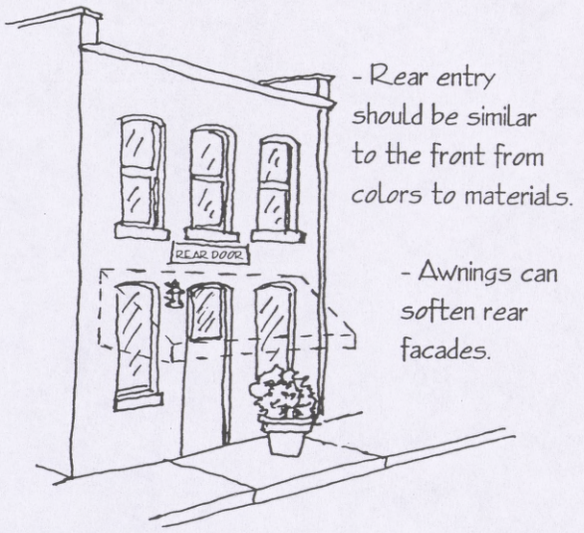
2) **Accent elements** - such as flags, cut-out openings, grilles and latticework, ornamental medallions or building numbers are also recommended.

3) **Mechanical equipment** - on rooftops should be screened, preferably behind a parapet roof. Latticework, louvered panels, and other treatments that are compatible with the building's architecture may also be appropriate.

IV. SPECIAL ARCHITECTURAL FEATURES - such as gables and tower elements, should be used to accent buildings at major street corners and other highly-visible locations. A cut into the building mass, such as a diagonal at a corner building, or a notch for a grand building entry, can also be effective.

V. SIDE AND REAR BUILDING FACADES -

Should have a level of trim and finish compatible with the front facade or an architectural mural, particularly if they are visible from streets, adjacent parking areas or residential buildings.



VI. WALL TREATMENTS -

If the building mass and pattern of windows and doors is complex, simple wall surfaces are preferable (e.g. stucco). If the building volume and the pattern of wall openings is simple, additional wall texture and articulation should be employed (e.g. bricks or blocks). In both cases, pilasters, columns, and cornices should be used to add visual interest and pedestrian scale.

The selection and placement of materials on the exterior of a building is important in providing an attractive design. Material change should occur on different planes in order to appear more substantial and integral to the design of the elevation. Change should occur where architectural elements intersect, such as a pilaster or projection. The number of materials on the exterior elevation should be limited to prevent visual overload. Materials should have a traditional or logical application. Heavy materials should appear to hold up lighter materials.

A. **Brick** - Full size brick veneer is preferable to brick tile. Brick veneers should be mortared to give the appearance of structural brick. Brick tile applications should use wrap-around corner and bullnose pieces to minimize a veneer appearance.

B. **Brick Veneers** - are appropriate as a special material for wall panels or sills in combination with other materials, such as brick or concrete.

C. **Poured-In-Place Concrete** - options in terms of formwork, pigments, and aggregates should be explored to create rich surfaces. Accents such as ceramic tile are recommended for decorative effect.

D. **Concrete Block** - Concrete block is available in various sizes, surface textures, and colors. Decorative treatments, such as alternating, courses of differing heights, should be used. Stack bond, plain gray concrete block is not recommended.

E. **Ceramic Tile** - is recommended as an accent material.

F. **Stucco** - Integral coloring should be used for lower maintenance and wear.

G. **Not Recommended**:

1) **Simulated finishes** - such as artificial stone or metal cladding.

2) **Wood shingles and shakes** - Vertical board and batten, shingles, shakes, are not recommended; they have a rural/residential character.

3) **Plywood siding**. (Includes T-111 siding)

VII. WINDOWS -

are an important element of building composition and an indicator of overall building quality.

A. **Window/Wall Proportion** - In general, upper stories should have a window to wall area proportion (typically 30-50%) that is smaller than that of ground floor storefronts.

B. **Window Openings** - should generally be vertical or square in shape; if square, windows and/or window panes should be vertical in shape.

C. **Window Inset** - Glass should be inset a minimum of 3" from the exterior wall surface to add relief to the wall surface; this is especially important for stucco buildings.

D. **Shaped Frames, Sills and/or Lentils** - should be used to enhance openings and add additional relief . They should be proportional to the glass area framed; e.g. a larger window should have thicker framing members.

E. **Muntins** - " true divided light" windows or sectional windows are recommend where a divided window design is desired; where "snap-in" muntins are used, they must be both sides of the glass.

F. **Glazing** - Clear glazing is strongly recommended. Reflective glazing should not be used. If tinted glazing is used, the tint should be kept as light as possible; green, gray, and blue are recommended.

G. **Replacement/Renovation** - Wood windows should be replaced with wood windows of the same operating type (e.g. double-hung, casement, etc.) Vinyl covered wood windows are available for lower maintenance. If aluminum replacement windows or doors are used, they should be:

1) **Same operating type** - and orientation as the original windows (e.g. do not replace a double-hung window with a horizontal sliding window).

2) **Factory painted** - or fluorocoated to match the original; color anodized is also acceptable.

3) **Similar in size** - and thickness to the original frame and muntins.

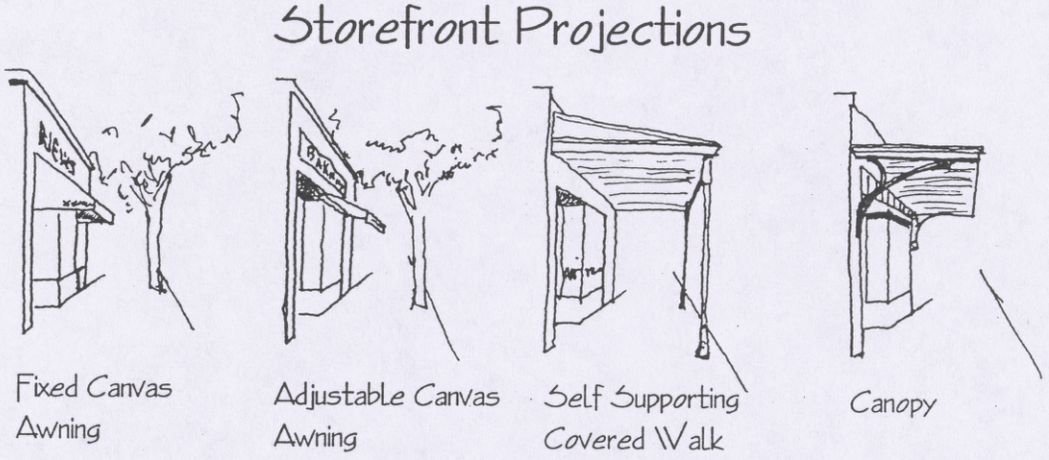
VIII. ROOFS -
should match the principal building in terms of style, detailing and materials. They should also contribute expressive and interesting forms that add to the overall character of the district. Recommended types are:

A. **Tar and Gravel, Composition, or Elastomeric Roofs** - should be screened by parapets or false-front sections of sloping roofs.

B. **Clay, Ceramic or Concrete Tile** - Colorful glazed ceramic tiles are recommended for decorative roof shapes, such as parapets, domes, and turrets.

C. **Metal Seam Roofing** - should be anodized, fluorocoated or painted. Copper and lead roofs should be natural or oxidized.

VIV. CANOPIES, AWNINGS, AND OTHER BUILDING-MOUNTED ACCESSORIES



A. **Awnings** - are recommended. They should be a colorful fabric mounted over a metal structural that is framed and attractive in design. Fabric awnings are generally preferable to permanent canopies. Internally illuminated vinyl awnings are not acceptable.

B. **Trellises and Canopies** - materials, colors, and form should be derived from the building architecture.

C. **Height and Projection** - Trellises, canopies and awnings should be a minimum of eight (8) feet above the sidewalk. They should project no more than two (2) feet from the face of curb, depending upon the width of the sidewalk.

D. **Placement** - of trellises, canopies and awnings should be above the display windows and below the storefront cornice or sign panel. They should not cover pipes, pilasters, clerestory windows or other architectural features. Individual

accents and complements the building more effectively than one continuous awning.

E. **Accessories** - Colorful banners should be used to add variety to the street. Ornamental brackets and poles add further interest. Hanging flower or plant baskets suspended from ornamental brackets of metal or wood are recommended for storefronts.

X. COLOR -

In general, drab earthtones should not be used. Building wall color should contrast trim colors; for example, neutral or light walls with dark colors and saturated hues for accent and ornamental colors; white or light window and door trim on a medium or dark building wall. Colors of adjacent buildings should be taken into consideration.

A. **Secondary Color** - (like a wainscot), pilasters, cornices, capitals, and bands.

B. **Bright Colors** - should be used sparingly. Typical applications are fabric awnings and banners. A restrained use of bright colors also allows display windows and merchandise to catch the eye and stand out in the visual field.

ADDITIONS, RENOVATIONS AND RESTORATIONS

Changes to the commercial environment will most likely take place in the form of renovation or restoration. As uses change and remodeling projects are proposed, owners are encouraged to upgrade their property in a manner consistent with the character of the Downtown. One of the most effective ways to attract attention and encourage shopping is to create an attractive, well designed storefront and building entry. Many buildings in Downtown Lodi have distinctive architectural qualities that make important contributions to the visual character. These qualities could be improved or emphasized to the benefit of the entire area.

Sensitive alteration or restoration of existing buildings enhances their historic value. To ensure proper work, the services of an architect specializing in restoration and preservation work are highly recommended.

A. **Additions and Alterations** - Should be sensitive to the scale and character of Storefront Areas in general, of adjacent buildings, and of the building itself. Generally, they should reflect one of the following conditions:

1) **Identical** - to the architecture of the original building, as if the same architect or builder built more of the same building. This is usually most successful and feasible where the addition is smaller than the original building.

2) **Interpretation** - of the older building (and/or other adjacent buildings). The older building is not imitated exactly, but certain characteristics are copied using contemporary materials and construction practices. This is most successful where the addition is larger than the older building. Some of their "contextual" strategies are:

a) **Architectural lines and rhythms** - of older buildings are extended to the new building; such as floor and cornice heights, window and

bay spacing, window opening proportions and operating type, spacing of entrances, etc.

b) **Colors and materials** - are selected to coordinate and harmonize between the old and new structures.

c) **Small elements** - may be identical on both buildings to link them; window and door trim, paint colors, signs, light fixtures, etc.

B. **Restorations** - Restoring the original form and appearance of old buildings is recommended. Many "modernization's" of 19th and early 20th century storefront buildings cover fine facades and other architectural features that can be restored. Paint, covered, or blocked-in clerestory windows are common, as are upper stories that have been plastered over or covered with metal fascia or awnings.

C. **Repair and Cleaning** - Care should be taken to avoid damaging the value of historic buildings. In particular:

1) **Masonry materials** - such as concrete and brick - should not be sandblasted, as this damages the surface of the material; low-pressure water cleaning should be used instead. Sealers for waterproofing should be used after cleaning and repair.

D. **Replacement of Unavailable Components** - When historic construction materials cannot be replaced or matched, care should be taken to match the original pattern, thickness, color, and texture as closely as possible with available materials. In general, simulated replacement materials (artificial stone, simulated "aged" brick) are discouraged. The restoration architect and various specialty building supply businesses can assist in the selection of proper materials.

SIGNS

The regulation of the location, size, type and number of signs permitted shall be governed by the provisions of this Section.

Signs must be more than just a way to relay information; they must be an architectural extension of a building; The objective of the standards and guidelines is not to create uniformity, but to eliminate those elements that result in a cluttered and unattractive physical environment. Few outward features of a business display the owner's confidence and quality as well as signage. These basic parameters provide for creative signs that may still be as varied and different as the businesses they represent.

I. DEVELOPMENT STANDARDS

A. PERMITTED SIGN TYPES

1) **Flush-Mounted or Painted Wall Signs**. Cabinet "canned" signs shall be prohibited.

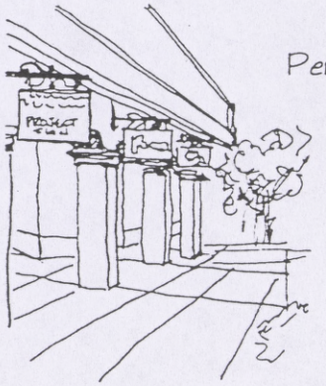
Individual Letters Not "Canned"

Wall Sign

2) **Projecting Signs** - provided:

a) They leave no less than eight (8') clear above the finished grade, and extend no more than four (4) feet out from the wall;

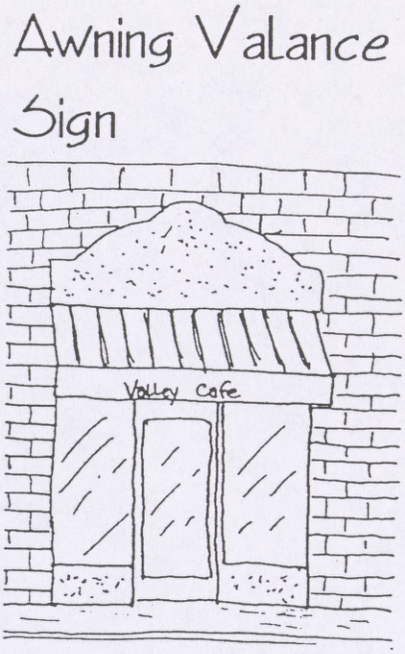
b) They are not mounted above the first floor:



Mounted Perpendicular to building face

Projecting Sign

3) **Awning and Canopy Signs** - Awnings are primarily for shade and secondarily a sign location. Letters and graphics are limited to vertical surfaces and shall not exceed fifty percent (50%) of the surface area Internally illuminated vinyl awnings are not permitted.



4) **Free Standing Signs** - Pole-mounted and/or other forms of free standing signs shall not be permitted in the downtown district. Exceptions, subject to City review are:

a) **Directory signs or kiosks** - These may be considered for sidewalk locations; those for private arcades or buildings should be on private property, located in publicly accessible courts, accessways, or passages.

b) **Portable signs** - Menu boards for restaurants, etc. provided they are stored indoors after hours of operation and not placed to obstruct the public sidewalk.

B. SIGN SIZE

1) **Building Mounted Signs** - The maximum area for each permitted sign type or any combination thereof shall be one (1) square foot per one (1) linear foot of tenant street frontage. Maximum sign length shall not exceed seventy-five percent (75%) of the tenant space frontage.

2) **Free Standing Signs** - Per City review.

C. EXEMPTIONS

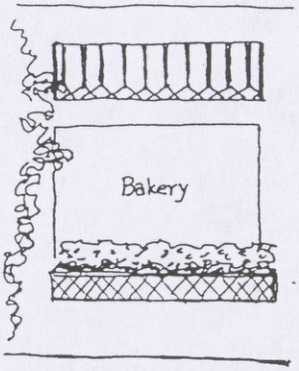
1) **Temporary Signs** - limited to sales and or/special events, and temporary construction signs, limited to a length of time not to exceed thirty (30) days per calendar year.

2) **Permanent Signs** - in addition to those permitted above shall be limited to:

a) Existing built-in signs that are integral to the building design.

b) Painted window signs that cover a maximum of twenty-five percent (25%) of the window area.

c) Any sign identifying hours of operation that have an area of less than three (3) square feet.



Window Sign

D. SIGN MAINTENANCE - High levels of maintenance are essential if investment in the downtown is to be encouraged. Because signs are meant to be seen, maintenance is especially important.

1) **Paint** - Signs shall be retained in good condition, with touch-up or repainted as needed. Peeling paint should be replaced promptly.

2) **Repair** - Damaged signs and poles shall be repaired promptly or removed.

3) **Illumination** - Bulbs and fixtures shall be replaced promptly if they burn out or are broken.

4) **Awnings** - Awnings that are damaged and/or faded shall be repaired or replaced promptly.

II. DESIGN GUIDELINES

A. ARCHITECTURAL COMPATIBILITY

A building's architectural style and overall proportions should guide the design of signs. Signs should be located on the facade in areas designed for this function; e.g. a recessed or framed area between the first and second floor, or a parapet panel between shopfront and roofline.

B. SIGN TYPES:

1) **Flush-Mounted and Painted Wall Signs** - should align with major architectural elements, such as doors and windows. Ornamental elements, such as moldings, pilasters, arches, clerestory windows, roof eaves, or cornice lines should be used as a frame.

a) **Relationship to Cornice or Roof Line** - Signs should not extend above the cornice line or into or above roof areas, unless they function as an integral part of the roof design. For example:

i) A sign board may extend above the cornice line of an otherwise flat-topped building if it is designed as a parapet in keeping with the style of the rest of the building.

ii) A sign board may extend above an existing parapet, if it is located to function as an accent to the basic parapet design.

2) **Projecting Signs**

a) **Proportion** - Projecting signs with vertically-oriented messages should be slender in appearance, with a proportion of at least 2:1, height to width. Projecting signs with horizontally-oriented messages may be rectangular or square; if located below an awning or canopy as

a hanging "blade" sign, they should also be slender, proportioned 2:1 width to height.

b) **Structural support** - should be an attractive addition to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports are also appropriate if designed to complement the sign; however, undetailed, standard-size lumber should not be used.

c) **Relationship to cornice or roof line** - Projecting signs should not extend above the cornice line or into the roof area, unless they are an integral part of a completely new facade design or a faithful accent to existing architectural details or forms. Projection signs should not extend above the eave line of a sloped roof.

3) **Awning and Canopy Signs:**

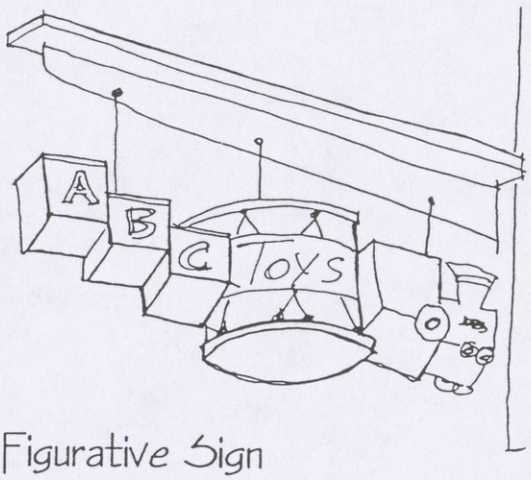
a) **Color** - combinations for awning or canopy signs should be simple. Lettering color and background color should contrast for legibility. Subtle bands of color are appropriate for awnings; more complex patterns or textures should generally not be used.

b) **Location of message: awnings** -Lettering should not appear on the sloped or curved portion. Information may be located on the valance (the front vertical portion).

c) **Location of message: canopies** - Signs on canopies should be in the form of letters or a signboard integrated with the canopy fascia, or freestanding letters mounted on top and extending above the fascia.

4) **Other Sign Types:**

a) **Figurative signs** - shaped to reflect the silhouette of a particular object (for example, a key, a coffee cup, etc.) are encouraged. These may be wall-mounted or projecting, but should reflect guidelines for the specific type of sign as listed above.



Figurative Sign

5) **Not Allowed:**

a) **"Canned" signs** - are internally illuminated plastic panels within a sheet metal box enclosure. They should not be used. Inexpensive canned signs use a limited range of colors and lettering types, and tend to have no relationship to the architecture of the building.

b) **Illuminated vinyl awning signs** - are more appropriate for "commercial strip areas" and shall not be used.

C. MATERIALS - Recommendations are:

1) **Signboards** - of wood or metal, with painted or engraved letters, or mounted letters of wood or metal.

2) **Silhouette or figurative signs** - three-dimensional letters, symbols, and/or ornamental figures made of wood or metal.

3) **Custom neon** - exterior-mounted on a signboard or metal support frame or enclosure, or interior-mounted behind clerestory or display windows.

4) **Fabric awnings** - such as canvas with painted or applied lettering; plastic or vinyl awnings should not be used.

D. **LIGHTING** - Recommendations are:

1) **Backlit** - with lighting inside and behind projecting lettering.

2) **Top or bottom lit** - with single or multiple spotlights.

3) See **Lighting** under architectural design guidelines for recommendations on lamp color.

LIGHTING

Building and accent lighting in the downtown is an effective mechanism to attract attention to a structures details and the business as well. Further, lighting shall be used for parking areas, passageways and sidewalks.

A. **AREA LIGHTING** - Sources for illuminating sidewalks passageways, parking, and rear and side yard areas:

1) **Shall be Shielded** - from casting light onto adjacent properties. They shall not cast light directly into adjacent residential windows. A translucent or optical lens diffuser globe or shield is recommended.

2) **Maximum Mounting Height** - of light sources for ground level illumination shall be sixteen (16) feet, measured from the finished grade of the area to be lit; height must be eighteen (18) feet at minimum if extending over a roadway surface.

B. **ORNAMENTAL FIXTURES** - Fixtures not used as primary area lighting and mounted with visible light sources:

1) **With Clear or No Diffuser** - individual lamp wattage should not exceed 60 watts incandescent, 20 watts fluorescent, or 40 watts high intensity discharge (H.I.D., such as metal halide, high pressure sodium, or mercury vapor lamps).

2) **With Frosted or Optical (fresnel type) Light Fixture Diffuser** - individual lamp wattage may not exceed 100 watts incandescent, 40 watts fluorescent, or 70 watts H.I.D.

C. **COMMERCIAL AREAS** - The following recommendations are intended to promote an attractive nighttime pedestrian environment. They apply to lighting installations by either the private or public sector.

1) **Specialized Professional Assistance** - A good lighting design can make both tenant businesses and buildings highly recognizable and attractive by night, and contribute to the district's distinctiveness. The services of a lighting designer are highly recommended, as such a specialist can demonstrate and provide the best effect within a specified budget.

2) **Lighting Design:**

   a) **Use the minimum brightness** - for illumination of large areas.

   b) **Use brighter light to punctuate** - and accent important areas such as entries and special architectural features.

3) **Recommended Lamp Color/Types** - Color corrected ("white") high pressure sodium (HPS); color corrected (3,000 degrees K); incandescent.

4) **Lamps Not Recommended** - Standard ("peach") high pressure sodium, low pressure sodium, standard mercury vapor, cool white fluorescent.

5) **Metalwork** - Portions of lighting should be architecturally related to the building architecture. The color and finish of lighting metalwork should match the building's metalwork, if any.

6) **Recommended Globes** - Clear borosilicate glass globes; clear acrylic or polycarbonate globes with optical diffusing (fresnel) patterns; translucent clear (frosted) or white acrylic or polycarbonate globes.